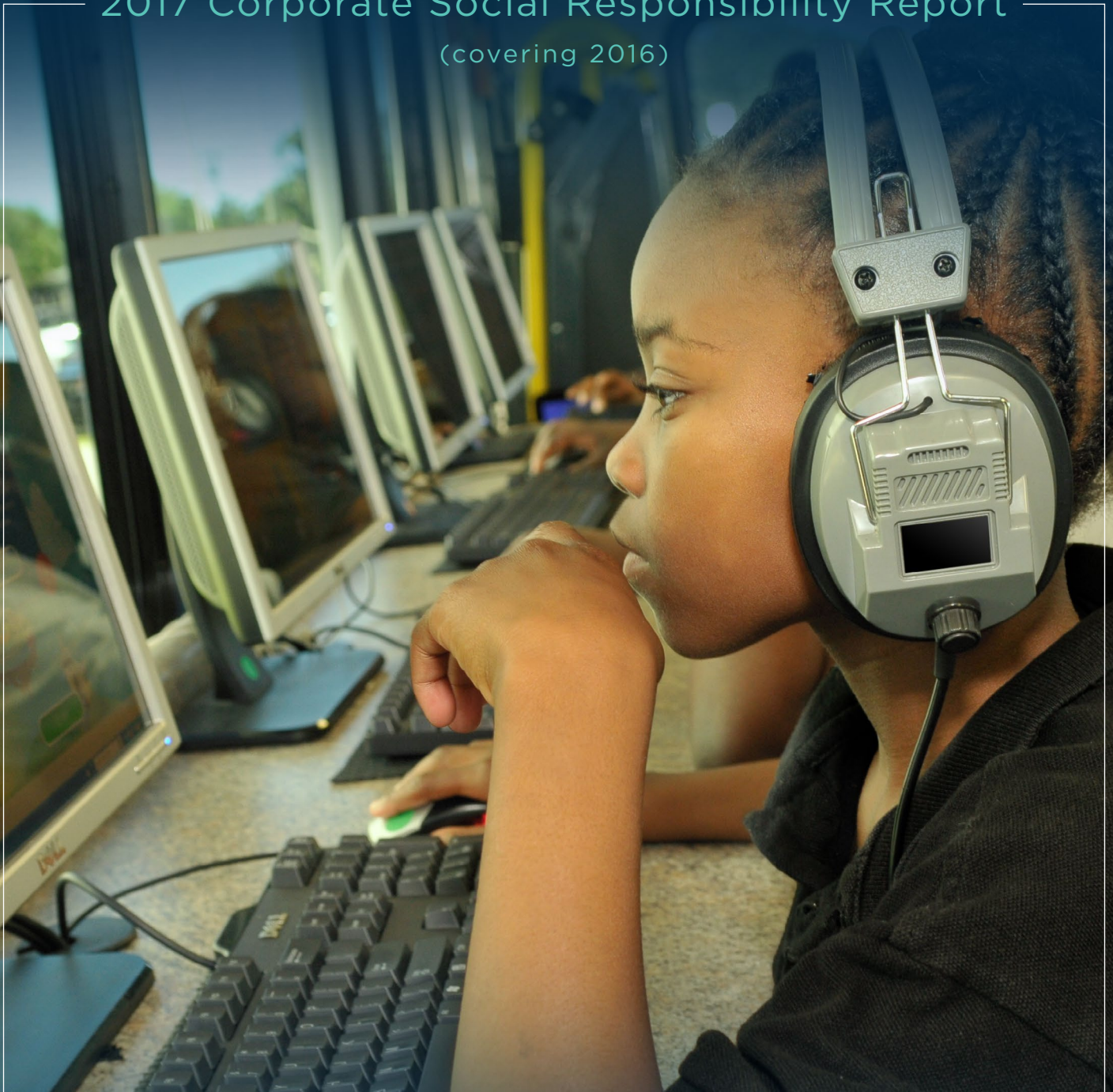




Moments that matter

Executive Summary
2017 Corporate Social Responsibility Report
(covering 2016)



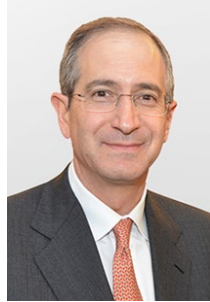
At Comcast NBCUniversal, we bring people closer to what matters.
To the moments of purpose and passion that make our world a better place.



About our commitment

"Across all of our businesses and platforms, we have a unique opportunity to connect people to the moments that matter most to them."

BRIAN L. ROBERTS
Chairman and CEO



"As a technology and broadband leader, it is our responsibility and obligation to do what we can to help close the digital divide."

DAVID L. COHEN
Senior Executive Vice President
and Chief Diversity Officer



From our place as one of the largest media, technology, and broadband companies in the world, we have the unique ability to help solve some of the most challenging social issues of our time. Our impact starts with our philanthropy and volunteerism, and it grows with our efforts to connect the unconnected and our ability to amplify the voices of today's change-makers in our communities and within our own walls. That's why we invest in digital inclusion, foster the brightest innovators and entrepreneurs, and spotlight young, diverse filmmakers. It's why we hold up the microphone for community problem-solvers, and uphold and empower our own Comcast NBCUniversal family to make a lasting difference. Our influence and reach make it possible to create a positive impact every day.



\$500+ million

In 2016, Comcast NBCUniversal provided more than \$500 million in cash and in-kind contributions to local and national organizations that share our commitment to improving communities.

LOOKING FORWARD: A message from Dalila Wilson-Scott

Our most valuable assets at Comcast NBCUniversal are our talent, technology, and reach, and I'm excited to lead the effort to help find more ways to leverage them to make our communities stronger.

With an incredible foundation to build on, we are reinforcing our commitment to service both on Comcast Cares Day and throughout the year, while increasing opportunities for employees to use their unique talents to address community needs. From board service to pro bono legal support to mentoring our future leaders, our employees stand committed to lending their talents for good.

We believe technology is empowering and are focused on making it accessible to everyone, but we also recognize that access alone isn't enough to close the opportunity divide. In addition to securing basic digital skills, it's also vital to help individuals gain the digital skills needed to compete for 21st-century jobs, to start and grow small businesses, and to fully participate in the innovation economy.

Our nonprofit partners are often challenged with accessing expertise and technology, along with telling their stories. One of the ways we address this issue is to use our unparalleled reach to help our communities and partners create and share their inspiring stories, educating more audiences on critical social issues and the game-changing solutions at work.

It's an honor to be a part of the fabric of the places where we live and work, and we look forward to doing even more to enhance our communities.



DALILA WILSON-SCOTT

Senior Vice President of Community Investment



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Building connected communities

Commitment to communities is in our DNA. After all, our customers and audiences are also our neighbors, and we call the same neighborhoods home. We strive to make a positive impact everywhere we exist. We're bridging the digital divide by making technology more accessible to more Americans. We're finding new ways to tap into the skills and talents of our employees to mentor young leaders and to aid those who have served our country. And we're harnessing our strength in numbers to improve the world around us through efforts like Comcast Cares Day — the nation's largest single-day corporate volunteer event, which exemplifies and amplifies our year-round commitment to giving back to the communities where our employees live and work. We're unwavering in our commitment to connect our communities with the resources that matter most to their success — and helping them build solid foundations for stronger futures.

“It doesn't take a fictional superhero to make great things happen —
it's about the power in all of us.”

CESAR CONDE | Chairman of NBCUniversal International Group and NBCUniversal Telemundo Enterprise

Comcast Cares Day

2016 marked the 15th anniversary of Comcast Cares Day. More than 100,000 volunteers now participate in the annual celebration of commitment to year-round service, as well as many national organizations such as The Arc, Big Brothers Big Sisters of America, Boys & Girls Clubs of America, City Year, Easterseals, National Council of La Raza, and the National Urban League.

Wills for Heroes Foundation

Last year we formalized a pro bono program across Comcast to support and encourage our attorneys to provide pro bono legal services using company resources. One example of this commitment is our partnership with the Wills for Heroes Foundation, in which our lawyers and legal staff volunteer to help create estate plans for first responders, veterans, and their families.

#WhitGoesToRio

Comcast NBCUniversal has supported Boys & Girls Clubs of America (BGCA) for more than 15 years. In 2016, we proudly built on that commitment by inviting Whitney Stewart, BGCA's 2015-16 National Youth of the Year and one of more than 4 million Club kids, to learn the ins and outs of sports broadcasting at the 2016 Rio Olympics. Followers around the world kept up with her journey via Snapchat and Twitter through the hashtag #WhitGoesToRio.

COMMUNITY SPOTLIGHT:
Expanding Internet Essentials to HUD

Comcast's Internet Essentials is the largest, most successful broadband adoption program in the country. Since 2011, it has delivered reliable, affordable high-speed internet to more than 3 million low-income individuals. In 2016, we expanded even further. Partnering with the U.S. Department of Housing and Urban Development's ConnectHome initiative allows us to serve hundreds of thousands of families receiving federal assistance.

Measurable
impact



3 million

Low-income
Americans — 750,000
families — connected
to low-cost, high-
speed broadband
service through
Internet Essentials



1.1 million

Acts of kindness
inspired by our
#ShareKindness
campaign in 2016



650,000

Volunteer hours
donated during Comcast
Cares Day 2016

Creating media that matters

Actions spark change, and stories have the power to spark action. Whether it's raising funds for children in need or encouraging adoption of pets from shelters, we use our far-reaching storytelling platform to educate, entertain, and expand the way our viewers see the world. And whether it's community crises turned national news or celebrations of diversity and acceptance on-screen, we believe in the power of media to touch audiences and create tangible impact. We're committed to using that power to bring to the forefront the moments and issues that matter most to our audiences. Because when people are informed and represented, they're empowered to have important conversations and to create positive change in their communities, nations, and lives.

"I think it's really great that NBCUniversal is going out to seek diversity, and that it's brought up to a visible platform."

JUDI SHEKONI | Actor and 2016 NBCUniversal Short Film Festival Presenter

Hidden Heroes

In late September 2016, the Hidden Heroes campaign launched on the *TODAY Show*. The campaign, a partnership between NBCUniversal and the Elizabeth Dole Foundation, brings the emotional stories of military caregivers into the light and celebrates these unsung Hidden Heroes. More than 200 groups and organizations have lent their support under the Hidden Heroes umbrella.

AFI DOCS Impact Lab

Together with the American Film Institute, we're helping documentary filmmakers gain new skills and resources to maximize the social impact of their projects. The AFI DOCS Impact Lab is a two-day series of workshops on digital media, social marketing, community organizing, and media relations and awards. In 2016, *Salam Neighbor* directors Zach Ingrasci and Chris Temple used insights gained at the Impact Lab to raise more than \$200,000 in donations for refugee aid.

Diversity in media

As a leader in diversity and inclusion, we are committed to fostering a culture that values, champions, and celebrates diverse talent, voices, and perspectives in media and entertainment. In 2016, Universal Pictures formed the Global Talent Development and Inclusion department to advance the studio's efforts in attracting and developing a diverse talent pool in front of and behind the camera.

"I feel I have a very strong responsibility because of what happened in Flint to make sure we're being as constructive as possible at all times, because you never know if the story that you're telling is something that's going to change the world."

RACHEL MADDOW,
Host, *The Rachel Maddow Show* on MSNBC

MEDIA SPOTLIGHT:
The water crisis in Flint

In January 2016, *The Rachel Maddow Show* went to Flint, Michigan, to cast light on the water crisis and seek active solutions during a live town hall. The coverage of that event — and the show's comprehensive coverage of the crisis — helped to mobilize political action and spur relief efforts over the past year. Rachel credits the news culture at NBCUniversal for giving her team the time and resources to look, and dig deeper, into important stories.

Measurable
impact



\$31.5 million

Funds raised for impoverished children during the broadcast of the 2016 Red Nose Day television special



\$300 million

Value of the broadcast airtime we donated for PSAs last year



45,000+

Pets that found forever homes through the NBCUniversal Owned Television Stations' second annual national pet adoption campaign, Clear the Shelters

CORPORATE
SOCIAL
RESPONSIBILITY

2016: Moments that matter

JANUARY

Our interns conceive and lead a two-month volunteer project with nonprofit Erick's Place, embracing the Comcast NBCUniversal value of giving back.

"The first responders we served through Wills for heroes protect our families and communities every day. It was humbling to have the opportunity to thank them for their service by providing legal assistance that will protect their families."

—Louise Cummings,
Counsel at Comcast Cable

MARCH

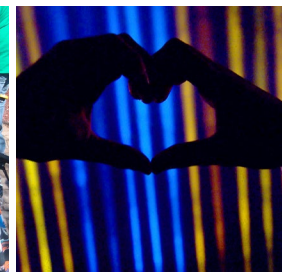
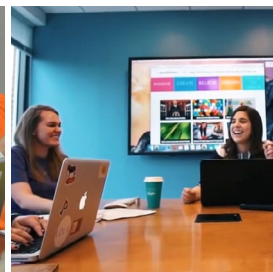
Members of Comcast's legal team volunteer at a Wills for Heroes Foundation clinic in Philadelphia to provide police officers, firefighters, and veterans with estate plans at no cost.

APRIL 30

More than 100,000 volunteers roll up their sleeves to give back with 900+ service projects during the 15th annual Comcast Cares Day.

"One of the cool things about Comcast Cares Day is all the volunteers who come back to us year after year."

—Mary Jean Adkins,
Donor Engagement
Director at Marklund
Wasmond Center
at Little Angels
near Chicago



JANUARY 27

MSNBC's Rachel Maddow hosts a live town hall in Flint, Michigan, as part of *An American Disaster: The Crisis in Flint*.

"We couldn't have gotten the story without the people in Flint telling it themselves."

—Rachel Maddow,
Host of *The Rachel Maddow Show*

MARCH 23

The Tomorrow Tour, designed to support innovation and entrepreneurship in cities across the nation, wraps up in Atlanta, after stops including Denver, Miami, Chicago, and Detroit.

"We are grateful Universal Orlando was one of the first to step up and help those in need."

—Buddy Dyer,
Mayor of Orlando

JUNE

Comcast NBCUniversal employees come together to grieve and gain strength from one another during two remembrance ceremonies held to honor the Pulse shooting victims, which included six members of our own team.

At Comcast NBCUniversal, we bring the moments that matter to our customers and audiences every day. With these moments, we inspire action and create change for the better. Here are some highlights from the past year.

JULY 15

Hundreds of thousands of households receiving federal housing assistance become eligible to apply for Internet Essentials through a partnership with the U.S. Department of Housing and Urban Development.

“ConnectHome has the potential to transform the lives of hundreds of thousands of kids across the nation by giving them the tools to reach their full potential.”

—Julian Castro, former HUD Secretary

AUGUST 5

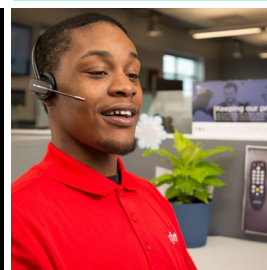
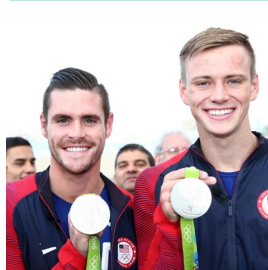
Comcast NBCUniversal streams the 2016 Rio Olympics to military families at no cost.

SEPTEMBER

Liberty Lake Center of Excellence, focused on accessibility support for customers, opens for business in Spokane.

“I love that Comcast is forging ahead in a field that’s been severely neglected in most markets and is finding new approaches to improve the customer experience.”

—Joshua Patchen, Universal Customer Experience Representative, Accessibility, Comcast Cable



AUGUST 1

The Millennial Trains Project, a partner organization we funded, sets out from the Pittsburgh station with dozens of young innovators and entrepreneurs on board.

“Millennial Trains reminded me how passionate I am about empowering other people. But more importantly, this trip helped me realize I’m not alone.”

—Fabian Elliott, Millennial Trains participant and Founder and CEO of Black Tech Mecca

SEPTEMBER

Hidden Heroes Chair Tom Hanks and other celebrities promote the Hidden Heroes campaign supporting military caregivers on the *TODAY Show*.

“Hairspray Live! sends a message about acceptance and inclusion that is as true today as it was 50 years ago.”

—Kenny Leon, Director of *Hairspray Live!* and *The Wiz Live!*

DECEMBER 7

NBC airs *Hairspray Live!*, whose message of tolerance and diversity inspires a new generation of viewers.



Inspiring innovation

The future is written by the innovators. And as a company brimming with them, we take pride in supporting the entrepreneurs, technologists, and change-makers of tomorrow. Through grantmaking, strategic partnerships, and creating spaces for inspired entrepreneurs to collaborate, including the new Comcast Technology Center, we are helping to change the face of technology and business. We believe in the next generation of leaders and entrepreneurs, and we're dedicated to supporting their growth.

"Technology and media are two of our most powerful tools for multiplying the positive impact of social entrepreneurs in areas that go way beyond what we as a company could do on our own."

JESSICA CLANCY | Vice President of Corporate Social Responsibility at NBCUniversal.

Millennial Trains Project

Our support last year enabled nearly 50 young change-makers to develop their projects, receive mentorship from Comcast NBCUniversal employees and other business leaders, and reconnect with their passion and purpose — all while journeying across the country by rail. The Millennial Trains Project stopped in five major U.S. cities, offering the young entrepreneurs a unique environment in which to test their ideas and brainstorm together.

Tech Impact Awards

We partnered with NationSwell to focus attention on social entrepreneurs who are making their communities stronger through technology. Raj Karmani, founder of a Chicago-area startup working to eliminate food waste in local businesses, received the \$10,000 Tech Impact Award from Comcast NBCUniversal.

Bunker Labs

As a sponsor of Bunker Labs, a nonprofit that helps military veterans translate their skills and experience into successful startup ventures, we are deepening the entrepreneurial pool and creating economic growth opportunities in 12 major U.S. cities. For entrepreneurs like Jean South, founder of veteran talent consulting firm Hire Served, Bunker Labs can mean the difference between roadblocks and a path to success.

INNOVATION SPOTLIGHT:

Multiplying the impact of tech entrepreneurs

We offer a singular variety of resources to help social entrepreneurs drive positive change. Along with awarding funding to technology-oriented nonprofits and social entrepreneurs in 2016, we used our unique media channels, strategic partnerships, and broadband technology expertise to multiply the impact of social innovation projects around the country. Working closely with digital multimedia partners such as NationSwell and Technical.ly, we're able to help tell the stories of technology nonprofits that are making a difference.

Measurable impact



60 stories

Height of the new Comcast Technology Center, to open in 2018 as a dedicated home for our workforce of tech innovators



195

Number of new patents granted to Comcast in 2016, our sixth consecutive year-over-year increase



14

U.S. cities where Comcast NBCUniversal supports military veterans who are business owners through the Bunker Labs nonprofit

Transforming the customer experience

Our relationships with our customers are key to our success. That's why Comcast is working to reinvent our customer experience in every way. We're making significant investments in new workforce tools and technology to help our cable technicians, customer service agents, and all our employees deliver better service. We're increasing sustainable practices — on film sets, in our service centers, in our vehicle fleet, in sports arenas, and more — to meet our customers' expectations and help our industry drive positive change. And we're making incredible strides in accessible technology and service that allow all our customers a more seamless connection to content — no matter their abilities, language, or location.

“Our customers trust us to solve problems that nobody else could,
and we do everything we can to earn that trust.”

ALAN PRICE | Senior Director of Customer Care, Comcast's Liberty Lake Center of Excellence

X1 accessibility


From its inception, XFINITY X1 has been opening doors for blind and visually disabled customers. In summer 2016, we saw yet another example of this as the accessibility features of X1 made it possible for the Smedley family, whose two teen boys are blind, to share the joy of television together for the first time. Championing accessibility in product design is one step toward normalizing all abilities — and leveling the playing field for future generations.

Streaming the 2016 Olympics

We proudly support both the U.S. Olympic and military communities. That's why, for the first time ever, NBC invited U.S. service members worldwide to stream all 4,500 hours of our 2016 Rio Olympic coverage at no cost. The service reflects our support for active-duty and retired U.S. service members across our business — including our commitment to hiring 10,000 veterans and reservists from 2015 to 2017.

Sustainability

With consumers' attention to environmental impact on the rise, sustainable innovation is an essential way for us to serve our customers. In 2016, we sharpened our focus in three areas: lowering the amount of energy used by our facilities and products such as our set-top boxes, reducing greenhouse gas emissions from our vehicle fleet, and minimizing the waste we send to landfills with our National Recycling Program.



“It’s remarkably fulfilling to work with our most unique customers. What we’re doing may seem small to us, but it has a tremendous impact on our customers’ lives.”

JONATHAN BEAVERS,
Account Executive,
Comcast Accessibility Support Team

CUSTOMER SPOTLIGHT: Transforming the customer experience

In 2016, Comcast launched five new customer service centers across the country, each tailored to address specific customer concerns. One of our newest facilities, the Liberty Lake Center of Excellence in Spokane opened in mid-September 2016 and is dedicated exclusively to accessibility support. There, team members work with a variety of accessibility tools — including text telephones and screen readers — to communicate more efficiently with customers with disabilities.

Measurable
impact



6,000

Number of peer-led customer service training sessions held by Comcast since fall 2015



450

Average calls per day processed by the Accessibility Support Team at the Liberty Lake Center of Excellence



8.7 million

Number of X1 devices installed in customers’ homes in 2016, each enabling video description, voice remote access, and other built-in accessibility features



Empowering our people

Our people are the heart of our company. Our power and potential lie in how we come together and in the ways and moments in which we trust, inspire, and push each other. It's why we invest deeply in employees to create the change they want to see. It's also why we celebrate diversity and inclusion across our business. We're a global company, with employees across the world. But the culture and tight bonds we share help us feel like a small business. In the moments that matter, our entire Comcast NBCUniversal family comes together — reaching across states, countries, and continents to unite and lend a helping hand.

“When our people feel valued and rewarded,
they perform better and our company gets stronger.”

SHAWN LEAVITT | Senior Vice President of Global Benefits at Comcast

Know Your Value

In 2015, we selected more than 250 employees to take part in Mika Brzezinski's Know Your Value events for career advice and inspiration. We built on that momentum in 2016 when Comcast NBCUniversal's Global Benefits and Diversity & Inclusion teams launched the Know Your Value professional development program. The program kicked off with an event in New York City that drew more than 100 employees.

Supplier diversity

Every day across Comcast NBCUniversal, our thousands of suppliers with diverse ethnic, cultural, and experiential backgrounds contribute unique perspectives that help us better serve customers and viewers. In 2016, we spent more than \$3 billion with diverse suppliers and participated in more than 100 national, regional, and local supplier diversity outreach events across our footprint.

Intern volunteers

More than 2,800 college students spent between a few weeks and six months in our internship programs in 2016. They embraced the Comcast NBCUniversal value of community engagement by creating and executing large-scale group volunteer activities. For example, a two-month, intern-led project with nonprofit Erick's Place saw 84 interns coordinating the donation of more than 300 sets of pajamas for chronically ill children.

Measurable impact



#4

Our ranking
on the *GI Jobs*® 2017
Military Friendly®
Employer list



1,400

Number of hours in pro
bono services donated
by Comcast NBCUniversal
legal staff in 2016



11 million

Amount raised
during the 2016
United Way Employee
Giving Campaign

PEOPLE SPOTLIGHT: Responding to tragedy close to home

The horrific shootings at Pulse nightclub on June 12, 2016, shook us all. We lost six members of the Comcast NBCUniversal family that night. Our grief was the catalyst for additional outreach to the greater Orlando community through donations and support to local businesses and LGBTQX organizations and a \$1 million contribution from Comcast NBCUniversal to the OneOrlando Fund. It also spurred us to reach out to each other. We channeled our strengths in media and production to unite our more than 159,000 employees for two remembrance ceremonies, simulcast across the globe. As we continue to struggle with the effects of the senseless loss, we are reminded of our strong bonds to each other and our ability and obligation to support one another in times of tragedy.

— Learn more in our full report —

This Executive Summary provides a synopsis of our efforts to address social issues and effect change throughout our communities. You can view expanded stories and related information in the full online Comcast NBCUniversal Corporate Social Responsibility Report at corporate.comcast.com/csr2017.

